

This Section
edited by the
Sonoma County
Good Roads Club

SUPPLEMENT TO SANTA ROSA REPUBLICAN

GOOD ROADS
SECTION

SANTA ROSA, CALIFORNIA, THURSDAY, OCTOBER 15, 1914

GOOD ROADS ARMY MOBILIZING SLIGHT RESISTANCE FROM ENEMY IS EXPECTED

Platform Adopted by Sonoma County Good Roads Club

The following platform was unanimously adopted by the Sonoma County Good Roads Club at the meeting of Tuesday, October 6th, at the County Court House, Santa Rosa:

We ask the voters of Sonoma County to withhold judgment on the Road Bond Issue until we have been able to clearly present the case.

All we ask from the voters is a fair hearing and an open mind toward the facts that we shall present.

We propose to prove to the voters of Sonoma County:

FIRST—That our roads, with a few exceptions, are in a deplorable condition, and that as far as permanent road building is concerned we are more backward than other counties in the state, and other states in the Union.

SECOND—We propose to prove that the present used system of financing County Road Work is out of date, and that the old methods of road building and maintenance do not meet the requirements of modern heavy traffic.

THIRD—We propose to prove that the increased valuation of property in the County, the reduction in the cost of hauling, the reduction in the cost of upkeep of horses, vehicles, and automobiles, and the saving of time on good roads will offset the apparent increase in taxes; and that the cost to the individual will be so small that the improved roads will be a real economy and an investment which will return the cost to the taxpayer in a few years.

FOURTH—We propose to inform the public what kinds of roads will be built with their money, and where they will be built. We propose to show that all will be benefited alike, and that even those citizens who do not live on the proposed roads will be directly benefited.

FIFTH—We propose to prove that the honest and effective expenditure of our bond money can be safeguarded by means of an Advisory Board of citizens at large, who will have full access to all proceedings of the Highway Commission. We can prove that in other counties which have bonded for road improvement that the over-head charges were not more than seven to eight per cent, the remaining 92 to 93 per cent being effectively expended upon the roads.

CONCLUSION—In case we fail to prove these points after they have been fairly presented and have had a fair hearing, then it is the honest duty of every citizen in Sonoma County to vote against the bond issue.

We believe, however, that after a fair hearing we will have the loyal support of every voter and will win the approval of the Road Bond Issue.

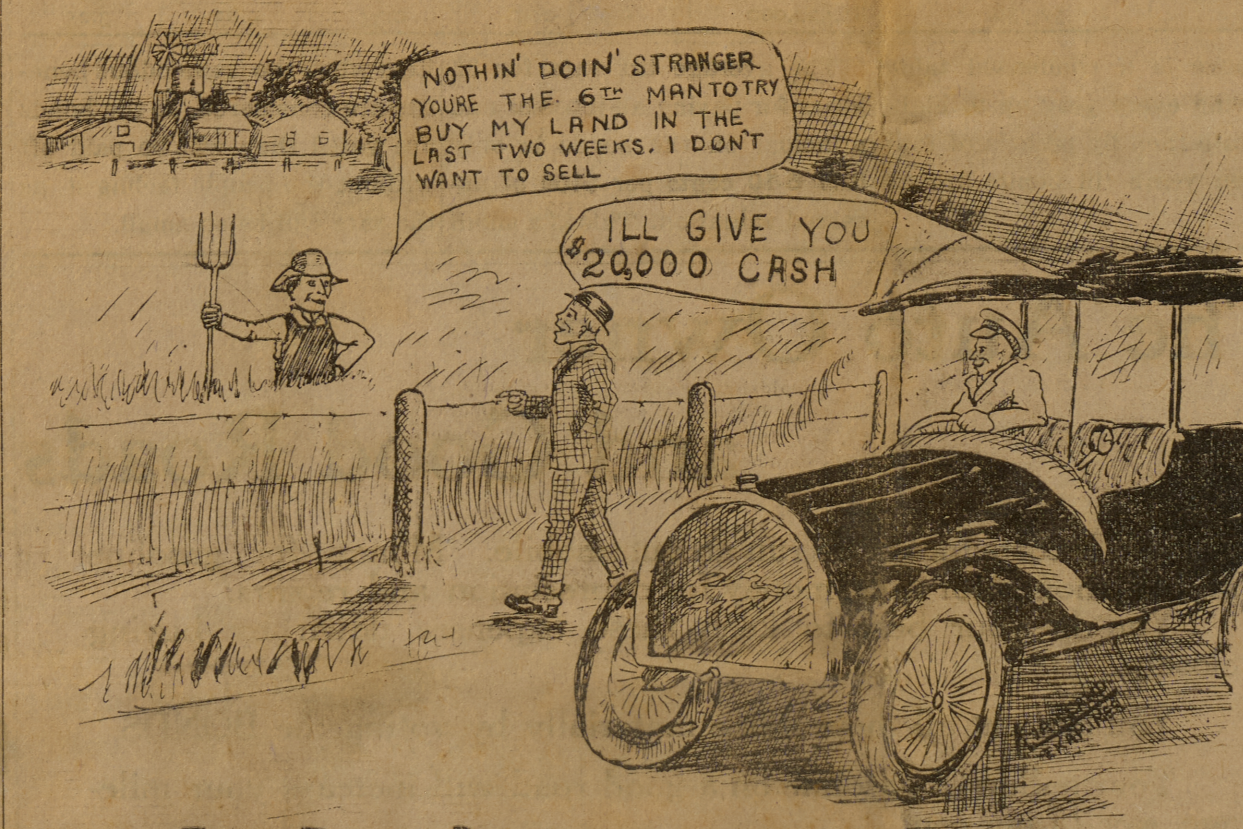
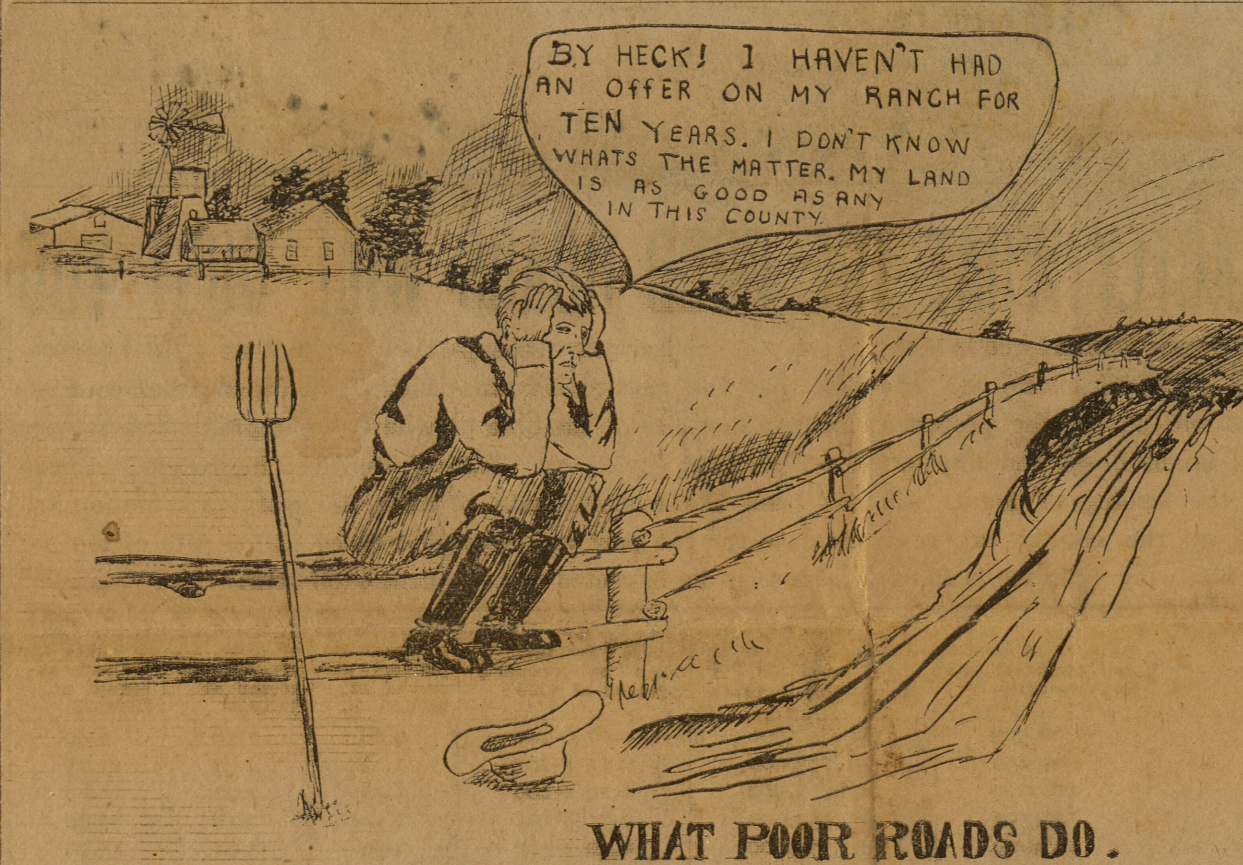
"SONOMA COUNTY MUST NOT BE CUT OFF FROM AUTO TRAVEL TO AND FROM THE 1915 FAIR"

The above substance of a resolution of the Sonoma County Development Association rings true to the ear of every loyal citizen of "Imperial Sonoma."

We want to go in comfort to San Francisco and her exposition and we want San Francisco and her guests to visit us in comfort.

The California Highway Commissioners have indicated that they would gladly consider our wishes.

Let the united people of Sonoma County co-operate with them for the benefit of all.



BIG BATTLE IMPENDING IN SONOMA COUNTY

Decisive Action to Take Place Tuesday November 3, 1914

Santa Rosa, (Special by Wireless, the Largest in Sonoma County)—Your Special Correspondent has succeeded in interviewing the general staff of the Good Roads Army and, while not allowed to make announcement in full of the staff plans, has been permitted to inform the public that the mobilization of the Good Roads Army is about completed and that by the end of the week strong forces will occupy positions in the prominent towns of Sonoma County. From these bases the enemy will be attacked by heavy artillery fire. Great reliance is placed upon the ammunition, which is being used and which consists of facts, figures and arguments. This ammunition, which is entirely new in warfare, has an unusual effect. Many of the enemy, who have been hit, have become converts to Good Roads immediately upon recovering from the shock of the projectile.

(Special Dispatch from Petaluma)

The Board of Censorship passed through here today heavily guarded by a detachment from the Good Roads Army. Authentic information has been obtained to the effect that the Board of Censorship was captured in Santa Rosa yesterday and brought before a court martial, which sentenced them to banishment from Sonoma County until November the 4th.

Later—The Board of Censorship has wired the general staff of the Good Roads Army asking that they be permitted to enlist for the war instead of being banished. The offer was accepted and they are now on their way north firing salvos of Good Roads arguments right and left.

Petaluma—Petaluma capitulated without resistance to the Good Roads army. Public-spirited citizens met the Commander of the victorious army and tendered to them a sum amounting to about \$1,000.00 as tribute. The money was immediately sent to the war chest of the Good Roads army and will be used in furthering the campaign.

Sonoma—The outposts of the Good Roads army have already appeared on the ground, and it is expected that a heavy force is massing in this vicinity. (Our correspondent was unable to continue his dispatch, as he was captured by the Good Roads army and put to work on the roads.)

Healdsburg—Heavy detachments of Good Roadsters are pushing operations in all the valleys near here. Alexander Valley, Dry Creek Valley and this section of the Russian River Valley are offering some resistance, but the general staff expects no difficulty as soon as their siege guns are in place and bombarding the enemy with facts and figures.

Glen Ellen—Jack London, the noted war correspondent, has disappeared. It is rumored that London has assumed a disguise in order to evade the Board of Censorship and thus get his story to the Good Roads Section. Undoubtedly upon reading the exclusive news, as published in the Good Roads Section, that the Board of Censorship has been annihilated, London will appear again and the Good Roads Section hopes to have from the pen of this noted correspondent and writer, exclusive stories on the progress of the campaign.

Cloverdale—The correspondent accompanying the Army at this point has not been heard from up to the time of going to press. It is suspected that he has been drafted by the Good Roads army and forced to help put the artillery in place.

Geyserville—Telegram: "Your correspondent has been drafted and put to work. Sorry." Signed, Commander Good Roads Army, Geyserville.

Sebastopol—A truce has been declared here. The commanders of the Good Roads Army are in conference with the enemy and public opinion is strongly inclined to believe that no engagement will take place as the enemy is so weak numerically that no resistance can be offered.

Monte Rio—The advance guard of the Good Roads Army is due to reach here tomorrow and until your correspondent has the opportunity of interviewing the Chief in Command, no authentic news can be furnished.

Guerneville—A consensus of public opinion by your correspondent has resulted in nothing definite. The majority of the public are quietly awaiting full information on the subject before declaring their allegiance to either side.

COTATI TURNS OUT TO HEAR SPEAKERS

On Thursday evening, the Good Roads Club of Sonoma County held a meeting under the auspices of the Good Roads League at Cotati. The meeting was attended by over one hundred interested people, who were amply repaid for coming in spite of the rainy weather.

A number of fine stereopticon views, which were furnished by the Department of Public Roads, Washington, D. C., were shown by Mr. M. B. Newton, of San Francisco, who accompanied them by very witty and informative talk. Geo. P. McNear, John L. Camm, J. E. Olmsted and John R. Denman, also addressed the audience.

Those present were urged to ask questions about anything in which they were in doubt relative to the Bond Issue, and their inquiries were answered by the speakers. Many who attended the meeting in a skeptical frame of mind were thoroughly converted and left the meeting resolved to boost Good Roads.

Every
Bump
a
Vote

Only
17⁶/₁₀ Cents
per \$100
Assessed valuation

That's what the
Good Roads Bonds
will Cost

You

See full table and explanation
page 2

WHAT GOOD ROADS DO.

RAIN LESSENS ATTENDANCE--NOT ENTHUSIASM COMMISSIONER STERN ADDRESSES GOOD ROADS CLUB

The heavy rain, which fell just before the meeting of the Sonoma Good Roads Club Friday evening, at the Columbia Theatre, had the effect of somewhat decreasing the attendance, but in spite of the downpour, a splendid audience was present to hear Highway Commissioner C. E. Stern whose speech will be long remembered by those who were fortunate enough to be present.

The meeting was opened by the display of handsomely colored lantern slides, which the good roads department of the government has loaned to the Good Roads Club. The chairman then introduced Dr. C. N. Thomas, who gave facts and figures to prove that roads cost more than good roads and who aroused the enthusiasm of the

audience when he appealed to their pride in Sonoma county and asked them to vote the bonds.

Miss Margaret McGovern, secretary of the Women's Tri-State Pacific Coast Good Roads Association, was the next speaker. Miss McGovern touched on the subject of good roads as it affected the women of the community, pointing out the immense advantages from the woman's viewpoint in having good roads over which to reach her neighbors and over which her children could go to school in comfort.

STERN'S SPEECH

Commissioner Stern was then introduced and first took up the matter of the Santa Rosa-Healdsburg highway. He explained to the people that

the imperfect work which has been done on that highway had been ripped up and replaced by work up to standard in every respect. He was heartily applauded when he stated that this had not cost the taxpayer of the state one cent. Continuing, Mr. Stern stated the State Highway Commission challenged any public, private or corporate organization engaged in similar construction work to equal the record of economy set by the California State Highway Commission in the matter of overhead charges, office expenses, salaries, etc.

A complete explanation of test on the completed work of the State Highway was made and the strength of the four and a half inch concrete base was

illustrated by the description of a twenty-six foot length of the road, which remained unsupported owing to a washout, which left only the concrete base. This twenty-six foot band of concrete was left hanging in mid-air and only supported at each end by the banks of the washout without breaking. Another illustration of the test was the cutting of two foot ditches clear across the roadway, leaving the concrete unsupported. A ten ton roller was then run back and forth across this span without producing any effect further than breaking down the edge of the ditch, the concrete remaining unaffected during these tests.

Stern then proved himself to be a very eloquent speaker. Leaving the

(Continued on Page Three).

THE SONOMA COUNTY GOOD ROADS CLUB

Many Prominent Public-Spirited People Organize to Secure Good County Roads

Is it a bunch of designing grafters who are trying to job the people of Sonoma county; or is it composed of earnest, public-spirited citizens, from all walks of life and from all parts of our county, who realize that permanent road improvement is the biggest Sonoma county question in our history, and who see the immense advantages of the project as a business investment?

The following are the officers, members of committees, and the prime movers. You know most of them. Judge for yourself:

C. N. Thomas
John L. Camm
John P. Overton
D. D. Wagers
C. E. Humbert
E. H. Brown
Robert G. Cook
Harry E. Black
S. L. Wattles
C. O. Dunbar
Joseph Metzger
Stanton A. Parker
S. W. Peterson
William Lehn
O. O. Cobb
Ira D. Pyle
F. D. Trosper
A. F. Raynes
J. M. Laughlin
Mrs. Frank Wood
John Menihan
M. W. Erskine
James Baines
Don J. Cruzan
I. D. Connolly

I. T. Ward
J. D. Williams
A. C. LeBaron
E. L. Finley
Mrs. John Rinner
J. M. Cassin
Robert C. Ross
Mrs. Ned Wilson
Mrs. C. C. Wymore
Mrs. Robert Potter Hill
Jack London
Fred Duhring
A. B. Swain
B. B. Hinshaw
John Denman
John Y. Beatty
A. R. Waters
M. Earl Adams
J. P. McDonnell
Harold R. Campbell
A. S. Hall
Ellis Purlee
Wm. Rutherford
Blair Hart
Peter Hanson
Ande Nowlin
F. W. Cooke
Walter F. Price
R. E. Baer
E. E. Drees
James Elder
Dr. Parramore
Elmer Nordyke
C. T. Eagan
Dr. M. C. Clay
Andrew Smith
Frank Weston
Geo. D. Sandborn
Henry Elphick
W. I. Newcomb

The idea of permanent road improvement for Sonoma county was originally fathered by the Sonoma County Development Association who circulated the petitions necessary to bring the matter to the attention of the supervisors. The board then appointed the Sonoma County Highway Commission, who outlined the system, prepared the estimates, and recommended the bond issue.

Their report was accepted and approved by the board of supervisors who then called the road bond election for November 3rd.

The Sonoma County Good Roads Club was formed as outlined above to get the proposition before the people for their fair, sober consideration.

The Granges are lining up enthusiastically. Many of the chambers of commerce have already strongly endorsed the bond issue. The Ladies Improvement Clubs are clamoring for more information and want to be first to help the cause along.

The heaviest taxpayers of the county are actively supporting the bonds as an investment, not a tax.

GOOD ROADS ARE COMING.
GET IN LINE NOW.

SUBSCRIPTION LIST

Partial subscription list to Good Roads Campaign:

Petaluma	
Geo. P. McNear	50.00
Batchelor & Rankin	25.00
J. H. Madison	25.00
Independent Garage, (C. H. Bunden)	25.00
Petaluma Garage (Sparks & Murphy)	25.00
M. Vonsen	20.00
Frank Denman, et al.	25.00
Camm & Hedges Co.	25.00
H. B. Higbee	25.00
W. D. Houx	25.00
A. F. Tomasini	25.00
Thomas MacLay	25.00
H. C. Scrutton	10.00
Raymond Bros.	10.00
J. C. Scott Hdw. Co.	10.00
Neil & Gray	5.00
Newburgh Co.	5.00
J. W. Hamilton	5.00
Frank L. Blackburn Co.	10.00
Western Rfg. Co.	25.00
Schluckebier Hdw. Co.	25.00
H. S. Gutermute	5.00
Dr. A. L. Tibbetts	5.00
Dr. John McNear	5.00
H. P. Brainerd	5.00
Van Bebbler Bros.	10.00
W. B. Lloyd	10.00
J. W. Elder	5.00
Total	\$470.00

Sebastopol	
The Analy Savings Bank	\$ 25.00
Geo. D. Sanborn	25.00
Chas. Burroughs Co.	25.00
First National Bank	25.00
Mark A. Girdner	25.00
A. J. Swain	25.00
E. F. O'Leary	5.00
R. S. Crawford	5.00
H. M. Weeks	5.00
Sebastopol Furniture Co.	5.00
W. L. Benepe	5.00
J. P. Kelly	10.00
D. G. Scott	5.00
A. E. Finnell	5.00
A. E. Finnell	5.00
W. G. Edgeworth	10.00
C. E. Hotle	10.00
H. Elphick	10.00
Frank H. McNutt	2.00
Kelly & Wohler	1.00
E. F. Sharp	2.50
C. C. Stevens	1.00
W. N. Shelley	1.00
J. G. Thomas	2.00
Total	\$234.50



EXACTLY WHAT THE GOOD ROADS WILL COST YOU

Everyone is interested in what their personal share of the taxes will be for the proposed Good Roads Bond, and what effect the issuing of bonds will have on the county tax rate. The following estimate is figured on the conservative assumption that the assessed valuation will increase at the rate of 2 1-2 per cent each year. This has been the average rate of increase for the past six years, and it is to be expected to continue even if no road improvement is made. In other counties where a comprehensive system of improved highways has been built, the assessed valuation has increased at the rate of ten per cent each year.

	Amount of bonds and interest to pay annually	Estimated Assessment based on 2 1/2 % annual increase	Actual amount of taxes on property assessed at \$100	Actual amt. of taxes on property assessed at \$500.00	Actual amt. of taxes on property assessed at \$1000.00	Actual amt. of taxes on property assessed at \$5000.00
1915.....	\$ 66,500	\$37,847,000	0.17 6-10c	0.88	1.76	8.80
1916.....	91,250	38,793,000	0.23 5-10c	1.18	2.35	11.75
1917.....	116,000	39,763,000	0.29 2-10c	1.46	2.92	14.60
1918.....	129,750	40,757,000	0.31 8-10c	1.59	3.18	15.90
1919.....	127,000	41,775,000	0.30 4-10c	1.52	3.04	15.20
1925.....	110,500	48,447,000	0.22 8-10c	1.14	2.28	11.40
1930.....	94,000	54,915,000	0.17 6-10c	0.88	1.76	8.80
1940.....	69,250	70,296,000	0.09 8-10c	0.49	0.98	4.90
1946.....	52,750	81,522,000	0.06 5-10c	0.33	0.65	3.25

Above is a condensed table showing every year up to highest rate then by periods of four to ten years till bonds are all paid. The average tax rate for 32 years for paying all interest and principal on the bonds is only 0.17 6-10 cents per \$100 of assessed valuation. This is a small item when the tremendous benefits are considered. If the bonds are voted they will be paid off without the people feeling it, as the rate will be so small.

The Auto Owner and Good Roads

It costs money to run an automobile. Money for gasoline and oil, money for tires, money for depreciation and repairs.

You do your best to keep these expenses down by buying closely.

You can cut all these items materially by voting the BONDS.

Your gallon of gasoline on a good road will increase your mileage, say 25 per cent.

Your tire mileage will be increased 50 per cent.

The life of your machine will be increased 25 per cent.

The garage bills will be decreased 25 per cent.

We do not believe there is an auto owner in Sonoma county, who will not admit that these figures are conservatively taken.

Apply this saving of 25 per cent to your year's cost for keeping your machine in commission.

The Sonoma County Good Roads Club gives you the amount that Good Roads Bonds will cost you personally.

Compare this amount against the amount you save.

We believe that when you do this you will need no one to tell you to vote the bonds, but that you yourself will get busy converting other people to

VOTE THE BONDS

IMPROVED ROADS

Will Bring
Better Schools and Greater Attendance
Better Health and Quicker Medical Attendance.
Better Farms and More Cultivated Land.
Better Crops and Cheaper Transportation.
Better Economic Conditions and More Producers.
Better Social Conditions and Less Isolation.
Better Church attendance and Better Citizens.

BONDS ARE INVESTMENT-- NOT TAX

READ THESE TELEGRAMS
San Rafael, Cal. Oct. 9—D. D. Wagers, Secretary Sonoma County Good Roads Club, Santa Rosa, California.

As a taxpayer of Sonoma county I consider that the increase of about eighteen cents in the tax rate which is incurred by the proposed road bonds is more than offset by the benefits to be derived by every citizen of the county from the improved roads.

Arthur W. Foster,
100 Forbes Avenue, San Rafael.
Petaluma, Cal., Oct. 9—Good Road Club, Court House, Santa Rosa, Cal.

I am heartily in favor of bonding the county for interest of good roads.

A. Mechem.

BUSINESS AND GOOD ROADS

San Francisco, Cal. Oct. 7—C. N. Thomas, Court House Santa Rosa, Calif.

Transportation is vital to production. Good Roads and good business go together! Whatever facilities closer communication by communities, promotes social life as well as the exchange of commodities, which is trade, commerce and civilization.

James D. Phelan.
Petaluma, Cal. Oct. 9—D. D. Wagers, Good Roads Club, Santa Rosa, Cal.

I will be glad to pay my share of the taxes on the road bonds, but I shall consider it as an investment not a tax.

Geo. P. McNear, Petaluma.

The Farmer and Good Roads

We will let the United States Department of Agriculture give you a few figures.

They are from Farmers' Bulletin 505, which is open to the public and on file at the Sonoma County Good Roads Club, County Court House, Santa Rosa.

Extracts from the Bulletin:

"It is assumed that a twelve hundred pound horse, by exerting a certain effort, can draw a load of two thousand pounds on a level earth road. On a level macadam road, average condition, this horse can under the same condition draw continuously a load of five thousand pounds."

"A horse will haul on a good macadam road from three to five times as many tons as upon a moderately muddy earth road. * * * The effective radius of travel from three to five times the radius of travel from three to five time the radius of travel from that point on a moderately muddy earth road. The trouble with unimproved earth roads is that they are moderately muddy for many years in the year."

"The average cost per ton mile of 24.7 cents is based upon replies from inquiries sent to about 2,800 county correspondents." Note—The average hauling cost per ton mile in Europe, where good roads are the rule, is around 10 cents.

"In Lee County, Virginia, a farmer owned 100 acres, * * * which he offered to sell for \$1800.00. In 1908, this road was improved, and although the farmer fought the improvement, he has since refused \$3,000.00 for his farm."

"It is a matter of common observation that, when any community has passed from a condition dominated by bad roads to a condition which is characterized by good roads, land values in that community advance."

The Bulletin then points out the value of good roads to the school, grange meetings, entertainments, etc.

It points out the good influence that good roads have on the community. Referring to the improvement of the rural delivery service, the Bulletin refers to the report of the Fourth Assistant Postmaster General for the year ending June 30, 1909, in which he says, "Essential factors in the value of rural delivery as a postal facility are speed and regularity, and the attainment of a satisfactory standard in these particulars is absolutely dependent on improved roads."

Mr. Farmer, it is your duty to study this question and make the proper decision.

You have confidence in your Country and your Government, and your Government is heartily in favor of Good Roads, and is on record to that effect.

Get in touch with the Sonoma County Good Roads Club and study the data on hand. When you are fully informed, you will be prepared to go to the poll on November the 3rd and take your neighbor with you, both to

VOTE THE BONDS.

Good Roads Poem

By A. Booster

We want good roads —
To haul big loads,
To auto in comfort, you see.
And as we ride
To point with pride
To the Roads of Sonoma Countee

We've too much pride,
To appear beside
The other Counties as slow,
I'll never do
For me and you,
So vote Good Roads, please do.

No wonder we're working
After the jerking
And bumping we get on our trips.
We wish to remove
Or rather improve
Such roads as would give a cat fits.

For Sonoma Countee,
Enlist in the Armee.
"Hitch up" and bend to the yoke —
Good Roads are wanted,
We can't be haunted
By roads that are almost a joke.

If you've any doubt
As to what its about,
Just ask us for figures and facts,
And we'll prove to you
That it's nothing new,
And that our arguments cut clean as an ax.

THE EFFECT OF BAD ROADS ON THE FRUIT PRODUCER

By J. W. Hamilton

During the fruit season the roads are crowded with fruit wagons, hauling crates of berries to the cars to be shipped hundreds of miles; boxes piled high, with apples to go to the packing houses, to be sorted and packed for shipment, to as widely separated points as London and Australia; peaches and grapes are being brought in boxes ready for shipment or in rough picking boxes to the packing house to be there packed for shipment.

For these fruits to reach their ultimate market in salable condition, they must be started right; they must be in the right condition of ripeness, must be packed attractively and finally they must be handled carefully and that means that the protecting surface of the fruit must not be broken.

Nature covers all fruit, even the most delicate with a resistant skin, that if not broken, resists all outside attacks for a long period, from bacteria, molds, germs, etc., that are in the air ready to enter any opening in this protecting covering.

Quoting from the yearbook of the department of agriculture:

"In the apple industry for example," "the fruit is frequently made susceptible to decay by stem punctures caused by dropping of fruit roughly in the basket, on the sorting pile or table, or in the shipping package." "A package of peaches will reveal a greater number of bruises, the trouble arising from the tearing of the skin." "Many injuries are the result of the rough handling of the packages in the orchards, in the packing houses and in loading them in the cars", which of course covers the transportation

from the orchard to the packing house or cars.

Now the above is not new information to the practical fruit man, but is the ABC of the fruit business. The point is to have him apply this knowledge to what happens when he hauls perishable and delicate fruits on rough roads.

Something very injurious must be happening to a load of fruit, when the driver drives with one hand and hangs on with the other to keep from falling off the seat.

Bad roads may materially reduce the number of four tier apples, the packing house gets out of this load, bad roads may mean refusal of a carload of berries on the Denver or Chicago market, they may mean loss instead of profit out of the year's business and it is a sure thing that the value of fruit damaged in one year, would go far toward paying the whole bonded indebtedness contemplated for Sonoma county's roads.

The annual tax for the interest and sinking fund, would be small compared to this loss.

The law requires, and self interest prompts the orchard man to go to considerable expense each year, in spraying his orchards, to reduce insect pests and thereby increase the percentage of merchantable fruit; why then, after going to this trouble and expense, which costs the individual producer many dollars more than his part of the annual bond tax, should he injure his good fruit by hauling it over rough roads.

You may argue that you are not directly located on one of these improved roads, but the contemplated system is so distributed that you cannot avoid using some part of it, on your way to the market and further, that the funds now used on the main traveled highways, will be released for use on the roads that do pass your land.

The line between profit and loss, is usually very close, and in many cases a business that seemingly should show a good profit, at the end of the year, greets the astonished owners, with a loss. Experts are making big salaries investigating and locating these losses, which are found in the most unsuspected places.

How is it with you, Mr. Fruit Man: Do you not think you might have less loss and more profit with GOOD ROADS?

Every
Bump
a
Vote

GOOD ROADS
ARE
GOOD BUSINESS

HOW GOOD ROADS MAY BE FINANCED

Bonding Compared to Direct Taxation For Building Permanent Roads

There are now in force in California three laws providing for raising money for road purposes. These are the Road District Law, the "Alameda" Direct Tax Law, and the Savage Bonding Act.

The Road District Law was intended simply for the maintaining and gradual improvement of county roads. It was framed over thirty years ago to meet conditions of population and traffic which are entirely changed today.

Since the country has become more thickly settled, the number and size of wagon loads have increased and the automobile and auto-truck have added their burden on the poor old roads. In most districts of Sonoma county the roads are now eating up a 40 cents regular levy, a special tax of 10 to 20 cents and all that can be diverted from the general fund, and even with those expenditures the roads are standing still, or getting worse every year.

The plain fact that the road district system does not provide sufficient funds to meet modern condition eliminates it from consideration as a possible means for financing any complete system of improved roads.

Now for the "Alameda System". This system was devised by citizens of Alameda county to provide a way for permanently improving their roads by a direct tax on city and country property alike. Devised particularly to fit Alameda county, there are only a few counties where it may be applied for the reason that a very high assessed value is necessary in order not to make the tax rate excessive. Alameda county has an assessed valuation of \$229,000,000, subject to road tax, including Oakland, Alameda, Berkeley, and other cities, and with this high valuation and a small mileage to be improved a very low rate of about 10 cents per \$100 is all that is necessary to do the work in any one year.

Let us see how this would operate in Sonoma county with an assessed valuation of only one eighth as much and eight times as many miles of country roads.

On the proposed expenditures of \$1,600,000 in this county, assuming that it were to be raised in four years, the probable time necessary to complete the roads with the bond funds, it would be necessary to levy a rate of over \$1.00 per \$100 of assessed valuation in order to raise the necessary \$400,000 per year. Assuming that the present rate remaining the same as at present, this would make necessary a tax rate of nearly \$3.00 per annum for each year of the four. It seems that this should kill the direct tax idea with most of citizens, such an enormous tax rate is not to be considered for Sonoma county.

The bonding method of financing for road improvement is an entirely safe, sane, and logical method. A general county bond issue is not the menace to the tax payers that it is sometimes considered by the uninformed.

The state law fixes the bonding limit of counties at 5% of their assessed valuation. Property owners and business men are allowed to borrow as high as 60% of the market value of their holdings from banks, which are under the state supervision. The assessment of Sonoma county is probably

ably less than one half of the market value of the property, so that the five per cent bonding limit amounts to probably about two per cent of the market value of Sonoma county property. A loan of two per cent on the value of a piece of property should not look very dangerous to business men.

The advantage of the bonding method of financing permanent road improvement is that it gives an opportunity to get all of the improvements at one time, which a direct tax as small as that required to pay off the bonds does not. The routes laid out for improvement are determined before hand, and every voter has opportunity to see just where the improvements are to be made.

Under the "Savage Act" a special body or Highway Commission is created to take charge of the expenditures, and because this commission devotes its time and attention exclusively to road construction, the county is assured of getting the benefit of a special centralized organization, whose object is to build roads, rather than look after political matters.

An average tax of 17.6 cents on the hundred dollars for 32 years will give the county all of the roads at one time, so that the present generation can have the benefit of them. The roads have been planned so that with proper maintenance they will be as nearly permanent as possible to build roads today. The next generation will have benefits of the roads we build and it is right they should share the cost.

Only by the bonding method can we have the benefits today of a comprehensive system of improved highways, at a small expense to ourselves, put the county in front rank among the wide-awake counties of the state, make it a more desirable place to live, and let those who come after us, and who share in the benefits, share in the cost.

SEBASTOPOL MEETING WAS WELL ATTENDED

Sebastopol turned out in force Wednesday evening to hear the speakers provided by the Sonoma County Good Roads Club. The meeting was held under the joint auspices of the Sebastopol Chamber of Commerce and the Sebastopol Grange and great enthusiasm was manifested by the large audience which attended.

M. B. Johnson, of San Mateo, delivered an exceedingly interesting and strong address in which he told of the wonderful changes effected in his county by the permanent improvement of roads.

C. B. Newton of San Francisco; Dr. C. N. Thomas of Santa Rosa; W. B. Whitney of Healdsburg; Geo. A. McNear, Petaluma; and C. H. Gallagher of Petaluma, followed with interesting and entertaining talks.

A permanent organization was perfected as a result of the gathering and the Good Roads Club now has a very active and enthusiastic membership in the Gold Ridge District, the ladies especially showing great interest.

ADVERTISING VALUE OF GOOD ROADS

By J. H. Oswald

As soon as the Bonds are carried and the story of the campaign is sent to publications especially interested in such matters, Sonoma County will receive publicity, the value of which at commercial rates, can only be estimated by hundreds of thousands of dollars.

The combined circulation of Advertising publications, which are always glad to present details of unusual campaigns is about 80,000 copies. The combined circulation of Good Roads Magazines is 40,000 copies and 600,000 copies of Auto Magazines are published weekly or monthly throughout the United States. Here is a total circulation of over 700,000 magazines whose policy it is to tell their readers about unusual publicity campaigns, good roads and how to get them. Add to this the Agricultural papers, whose combined circulation runs to many millions and who are almost without exception endeavoring to impress their readers with the value of good roads and we have an idea of the amount of valuable publicity that will be gained for Sonoma County when the Bonds are passed.

This favorable notice fortunately will occur at just the right moment. Thousands of the readers of these articles about Sonoma county, her progressiveness and her good roads, will visit the coast, many to settle permanently. They will feel that they know something about Sonoma County and will have confidence in her

spirit, prosperity and progressiveness. That is a pretty desirable state of mind for intending settlers to have about us.

The county that lacks the proper spirit and lacks prosperity shows this lack in the physical condition of the roads and public buildings.

Is there a man or woman in Sonoma county, who is not proud of the county court house, or has not heard from strangers visiting here, numberless compliments and expressions of respect for the public spirit of our people?

Why not have them feel and say the same about our roads?

It is as important for a county to create a favorable impression through good roads as it is for a merchant to properly display his merchandise in a well-appearing store—it is business sense.

In addition to impressing those who come into this county, we will be able to impress tens of thousands of outsiders that Sonoma county is a good place to come to. We will by voting the bonds, without efforts on our part, be able to get favorable publicity of the kind that money will not buy—and if it could be bought the cost would run into hundreds of thousands of dollars.

Do your part in heralding to the world at large that your county—Sonoma county—and her people are worthy of the best and intend to have it.

Your part is simply—VOTE FOR GOOD SONOMA COUNTY ROADS.

THE GOOD ROADS CATECHISM

Question: Do the people of Sonoma County want Good Roads?

Answer:—Yes, we have the best of everything else; why not of roads?

Question: Do they need good roads?

Answer: Indeed, they do! And the need is growing.

Question: Why haven't we Good Roads now?

Answer: The law in present use will not provide sufficient funds to make them.

Question: Why is that?

Answer: The road district laws of the State limit the Supervisors to a tax rate of 40c on each \$100.00 on "Outside Property."

Question: Why does that not yield enough?

Answer: Because nearly one-third of the taxable property of the County is "inside" incorporated cities, and nearly 1600 miles of road to keep up.

Question: How much money is raised?

Answer: Under the road district laws now in operation a little over \$100,000.00.

Question: Why don't the Supervisors build permanent roads each year with this \$100,000.00?

Answer: Because it is an average of only about \$62.50 per mile, and it requires more than this to keep the roads passable.

Question: Could not the Supervisors take the \$100,000.00 and build a good road each year between towns or from towns to the county line?

Answer: No, because the law compels them to expend 65 per cent of the total road fund in the districts where the tax is levied.

Question: Why can't they build permanent roads with the other 35 per cent or \$35,000.00.

Answer: Because it takes a large portion of the \$35,000.00, or general road fund to help the poorer districts in keeping their roads passable, and more than all the balance to reconstruct even temporarily a few roads over which there is the heaviest traffic.

Question: How long has this condition of affairs existed?

Answer: For forty years.

Question: How much money has been expended on the roads of Sonoma County during that period?

Answer: Last year over \$165,000.00 was paid out for road purposes, and over \$1,250,000.00 has been spent for road purposes in the last ten years, so it is certain upwards of several millions of dollars have been expended in the last forty years and still we have no permanent roads and few passably good ones.

Question: If only about \$100,000.00 is raised by the 40 cent road district tax where did the other \$65,000.00 come from?

Answer: Out of the General Fund and from Special Road Taxes.

Question: What was done with it?

Answer: Bridges were built, roads were sprinkled, etc.

Question: Are you going to change the law?

Answer: No, but it is proposed to use a new one.

Question: What are we going to do about it?

Answer: Tax the whole County instead of part of it.

Question: What plan has been suggested?

Answer: Bond the County for \$1,600,000.00 under the "Savage Act" for permanent roads.

Question: How many miles of road will this build?

Answer: 163 miles.

Question: Whose plan is this?

Answer: It is the plan of the Sonoma County Highway Commission whose report was adopted by the Board of Supervisors August 5, 1914.

Question: What roads are to be improved?

Answer: The principal roads of the county outside of those adopted as a part of the State Highway.

Question: Will you give me the names of the roads?

Answer: The maps issued by the Good Roads Club show these roads and the official data supplement names and describes them.

Question: Could the County Highway Commission choose any roads they desired?

Answer: No, under the law they could only choose main County Roads which connect cities and towns, or connect a city or town with improved roads or with county roads of other counties.

Question: Why were more roads not chosen?

Answer: Because they would have cost too much, and because those which were chosen carry the greatest portion of the traffic.

Question: Cannot other roads in the County be improved later on?

Answer: They certainly can.

Question: Will it be by another bond issue?

Answer: It will not.

Question: How will it be done?

Answer: The Board of Supervisors will apply the regular road funds to the extension and perfection of the system by improving and extending the lateral roads.

Question: About these bonds, how will they be sold?

Answer: As the money is needed for the work, probably as follows:

\$300,000.00	January 1, 1915.
\$500,000.00	January 1, 1916.
\$500,000.00	January 1, 1917.
\$300,000.00	January 1, 1918.

Question: Why are the bonds to be sold in this way?

Answer: Because it is poor business to pay interest on money before the money can be used, and the extent of the work prevents using the money all at once.

Question: Who expends the money from the sale of the proposed bonds?

Answer: The County Highway Commission.

Question: How are the people to be certain that the grafters will not "get in" on this money?

Answer: Every safeguard that ingenuity has been able to contrive will be thrown around the expenditure of this fund. First, the high personal character and business integrity of the members of the Highway Commission, W. B. Whitney, of Healdsburg; J. Edgar Allen, of Petaluma; and J. C. Parsons of Santa Rosa. Second, the selection of an Advisory Committee of twenty-five of the best citizens of the County whose duty will be to advise the Board of Supervisors and the County Highway Commission on all matters, to examine accounts and scrutinize all contracts for road work, and to keep an eye on the progress of the work at all times. Third, the active interest of the various commercial organizations, improvement clubs and Granges, which will be represented on the Advisory Committee.

Question: Will these roads last forever?

Answer: They will not.

Question: How long will they last?

Answer: They should last during the life of the bonds if properly maintained.

Question: How about the maintenance?

Answer: The Advisory Committee and Good Roads Club, the Board of Supervisors and the Highway Commission realize that it would be the height of folly to build an expensive system of Highways and provide no adequate system of maintenance. They expect to see that a centralized system of maintenance is adopted, when the first road is completed, under which the roads will be maintained. Such maintenance systems are working successfully in other Counties and there is no reason an efficient system cannot be installed in Sonoma County.

Question: Is the bonding proposition desirable for the farmer?

Answer: It is, because under the present system, the residents of the rural districts bear the whole burden of the construction and care of the public roads in the County districts, while under the bonding system all the property of the County, including that within the incorporated towns must share equally. Town and country depend upon each other and it is fair for each to stand its part.

Question: What proportion of the indebtedness will the farm lands bear?

Answer: The farming districts will bear about two-thirds of the indebtedness.

Question: Who will bear the other third?

Answer: The tax payers of the incorporated towns.

Question: How is that conclusion reached?

Answer: The incorporated towns actually paid taxes this year on over 30% of the assessed value of the County.

Question: Is that fair to the farmer?

Answer: It is certainly fair to the farmer if he wants to avail himself of the opportunity to get \$1.00 worth of road for 70 cents.

Question:—How about property owners in incorporated towns?

Answer: The trade and prosperity of all cities and towns depend on the prosperity of the tributary districts. One cannot get along without the other.

Question: What does it cost to haul our farm products to the shipping points over the present roads?

Answer: Government figures put this as \$1.50 per ton, for a six mile haul or a total of from \$400,000 to \$450,000 annually for the county.

Question: What will it cost for such hauling over improved roads?

Answer: Conservative estimates based on the same government figures place this at less than \$200,000.

Question: How much saving does this show between good and poor roads?

Answer: Over \$200,000.

Question: Will that be a direct result of voting bonds?

Answer: Not exactly, because not all the roads will be improved.

Question: What part of the traffic will all of the improved roads carry?

Answer: From 70 to 80 per cent of all the road traffic of the County.

Question: Will this improvement effect a like proportion of the saving resulting from the improvement of all the roads?

Answer: It will very nearly.

Question: What then will be the actual saving by this improvement?

Answer: It will save the farmers upwards from \$180,000 in hauling their products to the shipping points, and thus afford them an additional advantage in the cost of hauling to market.

Question: By what figures is that result arrived at?

Answer: The average cost of hauling a ton one mile on ordinary earth roads in the United States is 25 cents; on earth roads in poor condition 29 cents; on sandy roads when wet 33 cents; on sandy roads when dry 64 cents; on gravel or stone highways in ordinary condition 12 cents; on gravel or stone highways in good condition 8 cents.

Question: What will be the additional tax for the first year, 1915?

Answer: About .17 6-10 cents on each \$100.00 of valuation.

Question: How about succeeding years?

Answer: The second year, 1916, will be about 23 1/2 cents on each \$100 of valuation. From that date on there will be an annual reduction of 1 1/4 cents until the bonds are redeemed.

Question: Will the proposed road improvement do away with the present 40-cent tax on outside districts?

Answer: It will not.

Question: Will it affect it in any way?

Answer: It will work a gradual reduction of the present tax.

Question: Will such reduction take place at once?

Answer: Probably not, for the old roads must be cared for until the improved roads are built.

Question: When will such reduction of the present tax rate begin?

Answer: It should begin in the tax levy of 1918.

Question: How far can such reduction be carried?

Answer: In the course of a few years it should be reduced on-half.

Question: What obligation will the bond issue put on the farmer?

Answer: An average credit investment of \$1.60 per acre with thirty-two years to redeem it, or the amount for a ten acre farm would be \$16.00 spread over thirty-two years, or 50 cents per acre per year.

Question: What direct benefits will the farmer receive in return from this investment?

Answer: A certainty that the producing and selling value of his farm will immediately advance on an average of \$5.00 per acre.

Question: Is it reasonable for taxpayers in the incorporated towns to pay taxes for the improvement of the County Roads?

Answer: Yes. The roads to be improved connect the towns of the county with each other and with towns of adjoining counties. The prosperity of the towns depend upon the prosperity of the tributary country. Better roads mean more people in the County and more business in the towns.

Question: Will the bond issue benefit the working man?

Answer: Yes, more population in the country means more farm work, more products and more business and work in the towns.

Question: What will the professional man gain?

Answer: More people mean more clients, better roads mean ability to cover a large territory both for business and recreation.

Question: How will the merchant be benefited?

Answer: Country people will come to town more often. All classes will have more money to spend and business will be better.

Question: Will the Banker and city property owner share the benefits.

Answer: Most certainly, as their prosperity depends upon that of the others. Deposits will increase. There will be more and better tenants.

Question: Will not the increased taxes in the towns offset the benefits derived from road improvements in the Country?

Answer: No; as pointed out above

the prosperity of the towns depends upon that of the country. The tax required to pay off the bonds is incon-siderable.

Figured on a basis of an increase in business valuation of 2 1/2 per cent per year, which is the rate of increase of the assessment for the past four or five years, and which is considered conservative by the County Officials, the following levies will pay for all the interest and retire \$50,000.00 worth of bonds each year:

Year	Assessment	Rate
1915	\$37,847,000	.176 cents
1916	\$38,792,000	.235 cents
1917	\$39,762,000	.292 cents
1918	\$40,756,000	.318 cents

From this point the tax rate will decrease at the rate of about 1 1/4 cent each year until 1946, when the last bonds will be paid off, with an estimated assessment of \$81,522,000, and a tax rate of .065 cents.

The average tax rate for the entire term of the bonds is 17.6-10 cents.

This means that if a farmer has 10 acres of land assessed at \$1,000, or a working man in a town has a house assessed at \$1,000, that he will pay the first year \$1.76 taxes for the road bonds. In 1918 when the rate will be highest he will pay \$3.18 tax on the bonds.

In 1946 on a \$1,000 assessment he will pay 65 cents for the Road bonds. Or in the case of a town merchant whose assessment is \$10,000 on his stock and fixtures the tax would run from \$17.60 the first year to \$31.80 in 1918, and from that time would drop to \$6.50 in 1946. His average tax for the road bonds would be \$17.60.

Certainly the increase in his business would many times offset the possible increase in taxes, and make the road bonds a paying investment.

It is considered that an average increase in the assessed valuation of 2 1/2 per cent is very conservative.

In other counties the annual increase has amounted to as much as 10 per cent after the improvement of the roads. If the annual increase in assessments should prove to be more than 2 1/2 per cent the tax rate for the road bonds would be much less.

Question: When and how is the Road bond issue to be decided?

Answer: On Tuesday, November 3, 1914, at a special election in connection with the general election.

Question: Who may vote at this Special Election?

Answer: Every registered voter, whether a property owner or not.

This is the most important measure for the advancement of Sonoma County that has ever been submitted to the voters. Upon your vote will depend whether Sonoma County will go forward as other Counties are doing. A two-thirds vote is required, so go to the polls and

VOTE THE ROAD BONDS.

Where Do You Stand ?

The campaign for Good Roads, which is being waged by the Sonoma Good Roads Club, has just started. We believe the sentiment in the community is in favor of voting the Bonds, but nevertheless we desire to make sure of the exact state of public feeling on this question.

We, therefore, ask you to aid us in casting a straw vote on the question.

If you are willing to do this please fill out the coupon and mail it to us.

If you do not feel that you care to go on record at this time for any reason just fill out the coupon anyhow and leave off your name and address.

Those blank coupons, although we will not know who sent them, will be just as valuable in determining the state of public opinion.

TEAR OFF AND FILL IN THIS COUPON. MAIL IT TODAY
STRAW VOTE COUPON

Are you in favor of the Bond Issue?

Are you against the Bond Issue?

If against, do you mind stating why?

Name Address

Mail this coupon today to the

SONOMA COUNTY GOOD ROADS CLUB

Sonoma County Court House

Santa Rosa, California

Business Sense and Good Roads

You, as a business man, are constantly approached and asked to do certain things in connection with your business. If doing this thing involves the expenditure of your money, you ask the cost. Then you consider the benefits. On the relative value of these two points you make your judgment.

The Good Roads Club of Sonoma County is asking you to vote the Bonds for Good Roads.

The cost, as you know, will be \$1,600,000.00 to be paid over a period of thirty-two years. The Goods are to be delivered to you before you pay a cent.

Now consider the benefits.

GOOD ROADS—reduce the cost of doing business in the matter of transportation and travel.

They enable people to get around the county, come to town and enliven the bank clearings. They cost less for maintenance than poor roads. They increase the value of property.

They enable you to extend the territory in which you sell.

All these things benefit you materially in a business sense, to make good measure add the benefits which you derive personally and the pride you will feel in having good roads in Sonoma county.

Think this over as you do any business proposition that is put up to you.

We trust that you will feel not only justified but in duty bound to

VOTE THE BONDS